

## Remarks

Reconsideration and allowance of the above referenced application are respectfully requested.

Entry of these changes and new claims, prior to initial examination of this RCE application, are respectfully requested.

The rejection of claims 1-28 were upheld by the Board of Appeals in the decision mailed 12/31/2009.

Claims 1-23 are amended herein to obviate the rejection. Claim 1 defines that the computer readable medium forms part of the label for the product, and where there is first information on the label and second information on the medium. Claims 11 and 18 are similarly amended. None of the prior art showed the computer readable medium forming part of the label.

Claims 24-28 are cancelled to obviate the rejections thereto.

New claims 29-104 are added, and are directed to other patentable subject matter.

A notice on the merits is requested.

If the Examiner believes that communications such as a telephone interview or email would facilitate disposal of this case, the undersigned respectfully encourages the Examiner to contact the undersigned.

Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with me concerning any subject matter of this application by electronic mail (using the email address harris@schiplaw.com). I understand that a copy of these communications will be made of record in the application file.

Please charge any fees due in connection with this response, (excluding those concurrently paid via EFS), to Deposit Account No. 50-4376.

Respectfully submitted,

Date: \_2/26/2010\_\_\_\_ \_/Scott C Harris/\_\_\_\_\_  
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